



MEMORANDUM

COUNTY OF PLACER

Office of Economic Development

175 Fulweiler Avenue, Auburn, CA 95603-4543
(530) 889-4016 • Fax: (530) 889-4095

TO: Board of Supervisors
Tom Miller, County Executive Officer
Economic Development Board Members
Placer County City Managers
Placer County Chamber Executives
Economic Development Professionals Committee
Placer County Business Associations
Anita Yoder, Placer County PIO

FROM: Richard E. Colwell, Chief Assistant CEO *RE Colwell*
David C. Snyder, Director *[Signature]*

DATE: November 23, 2009

SUBJECT: Call for Nominations - Economic Development Summit Awards

As is our annual ritual, the Economic Development Board will present one Public Sector and one Private Sector Award to outstanding companies or persons who have contributed to the economic success of Placer County during 2009. This award will be presented at the next Annual Economic Board Summit and Breakfast scheduled for Wednesday, March 17, 2010, at Sun City Lincoln Hills.

Last year the Economic Development Board adopted a new set of policies and procedures for you to use as a guide. The new policies broadened the scope of the awards to include the full spectrum of economic development projects and activities, better defined public and private sector within the nomination process, and highlighted the fact that "elected officials" are not eligible. Selection criteria and a convenient nomination form are once again attached to direct you through the process. We will also email the nomination form so you may electronically submit if that is your preference.

In the coming weeks, we will work closely with Anita Yoder and the Economic Development Board on additional outreach in order to ensure the best possible slate of nominees. We appreciate your interest and assistance with spreading the news. We will also send out periodic reminders and follow-up with you individually so as not to exclude any potential nominees.

Please attach appropriate background materials, biography, press clippings, etc., and mail or email your nominations to our office postmarked **NO LATER THAN FEBRUARY 1, 2010**, or fax your nominations to (530) 889-4095, attention David Snyder.

Attachments

NOMINATION FORM

**PLACER COUNTY ECONOMIC DEVELOPMENT BOARD
PUBLIC AND PRIVATE SECTOR AWARDS**

Name of Nominator _____ Title or Position _____

NOMINEE:

Name, Company or Organization _____

Address _____

City _____ State _____ Zip Code _____

Preferred Phone _____ Fax _____

Email Address _____ Website _____

1. Project Description:

2. Effect on Local Tax Base and Job Creation/Retention:

3. Description of how project or activity achieves excellence in enhancing regional competitiveness; downtown revitalization; tourism promotion; facilitates entrepreneurship, innovation and emerging industry development; historic preservation; and/or technology-led or university-linked economic development:

4. Noteworthy contributions to Economic Development "Best Practices":

**EMAIL, MAIL OR FAX ALL NOMINATIONS BEFORE
FEBRUARY 1, 2010**

Placer County
Office of Economic Development
175 Fulweiler Avenue
Auburn, California
Fax (530) 889-4095
econdev@placer.ca.gov

ANNUAL ECONOMIC DEVELOPMENT BOARD AWARDS

POLICY & PROCEDURES

(Adopted on August 28, 2008 by the Executive Committee)

- Vice-chairman of Economic Development Board (EDB) serves as chair of Award "Selection Committee."
- "Selection Committee" to consist of two volunteer board members to be approved at the September Board Meeting.
- Economic Development Director to serve as staff to Committee.
- EDB awards recognize one individual or company in the **private sector** (activities outside the public sector that are independent of government control, also known as the for-profit sector, individual organizations and businesses that provide products and services based on market demands for a fee with the intention of producing a profit for owners and shareholders) *and* one individual or organization in the **public sector** (general government agency or public service body or instrumentalities of public authorities established through political process, public corporation and quasi-public corporations, charity, non-profit organizations, municipality, school board, hospital authority, public college or university). **Elected officials** are not eligible i.e., someone who holds elected office in a government or organization and participates in the exercise of legal authority at the federal, state, or local level including members of a legislative body representing a particular district.
- EDB members, Board of Supervisors, City Managers, ED Professionals Committee and Chamber Executives (and others as directed by the Selection Committee) receive nomination forms. County will post form online on ED Home Page, issue news release "Call for Nominations", submit as county "e-news", and feature in the In-Progress Online Newsletter.
- Nomination forms and supporting documentation must be received on or before February 1st.
- Announcement and presentation of awards to be made by new EDB chair at the Annual Economic Development Breakfast Summit in March.

SELECTION CRITERIA

Private and Public Sector Awards:

During the past year, the successful private or public sector candidates should have engaged in an activity which had a positive economic impact in Placer County, including:

- Economic Development projects generating new tax revenue and job creation/retention in a rural, suburban or urban area
- Community/downtown revitalization
- Tourism development/promotion including Ag-Tourism
- Technology-led or university-linked Economic Development
- Entrepreneurship and/or emerging industry development
- Historic preservation
- Green Energy and Clean Technology
- Exceptional contribution to business retention, expansion and/or attraction.
- An activity or project beneficial to the economy of Placer County which can be considered "best practices" and duplicated or replicated by another public agency.

Nominations will be judged based on excellence in supporting long-term development of Placer County's economy and/or innovation, transferability, community impact and leveraging (secondary benefits), measurable impacts (e.g., job/investment/revenue generation), and collaborative partnerships.